

**METHOD OF PROVIDING COMPARATIVE MARKET INFORMATION**ABSTRACT OF THE DISCLOSURE

5 A method of providing information with respect to a  
market displays, for each of a plurality of market  
participants, information with respect to the total  
number and value of units sold during a period in each  
of a plurality of channels of the market. The method  
displays graphical controls by which a user may select a  
10 style of displaying the information with respect to  
number and value of units sold. The method may also  
display graphical controls for enabling the user to  
display additional information with respect to each of  
the market participants in each of the channels.